



## **MACWORLD PROMOTES PAUL BONARRIGO TO ASSOCIATE PUBLISHER**

*IDG and Macworld veteran to manage strategic online projects*

SAN FRANCISCO, CA –July 2, 2007 – Today, [Macworld](#), the world's foremost Mac authority, announced the promotion of Paul Bonarrigo to Associate Publisher. Formerly Eastern Advertising Director, Bonarrigo will now manage strategic online projects and focus on developing and executing interactive campaigns beyond traditional online advertising.

"Paul has been a true champion of the *Macworld* brand and I am confident that he will continue to do a terrific job leading the online sales efforts," said Paul Zampitella, Publisher of *Macworld*. "He has built exceptionally strong relationships with clients, which has been essential to *Macworld's* success."

A 22-year IDG veteran, Bonarrigo has been an integral part of the *Macworld* sales team for 14 years, starting out as Account Manager before becoming National Account Manager. In his role as Eastern Advertising Director, he increased online revenue in his territory by 30%, doubling revenue from key accounts including BMW, Bose, Circuit City, and Griffin, not to mention landing more than 25 new accounts in 2007 to date. He began his IDG career in IDC's mailroom and worked his way up, moving to the production department at *Computerworld*, where he landed his first sales position two years later before making the move to *Macworld*.

Stated Bonarrigo, "IDG and *Macworld* have been very good to me. I'm really looking forward to working with our incredible sales team to provide both online and integrated marketing solutions for our clients."

A Boston College graduate, Bonarrigo is a native of Wayland, MA, and currently resides in Medway, MA with his wife and three children.

### **About Macworld**

Mac Publishing, LLC publishes the world's leading independent Macintosh magazine and Web sites. Every month [Macworld](#), winner of the Folio: 2005 and 2006 Gold Eddie Award for Best Technology/Computing Magazine and the 2007 Jesse H. Neal Award for Best Online Article or Series, reaches an average issue audience of nearly one million Macintosh professionals and enthusiasts while the Macworld family of sites garners an average of 3 million monthly unique visitors.

### **About International Data Group (IDG)**

International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 websites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.

IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market

**-MORE-**



## Macworld Promotes Paul Bonarrigo to Associate Publisher

2/2

intelligence, advisory services, and events. Over 900 IDC analysts in more than 90 countries provide global, regional, and local expertise on technology and industry opportunities and trends.

Additional information about IDG, a privately held company, is available at <http://www.idg.com>.

**Contact:** Rose Kwass, 415/978-3168, [rose\\_kwass@pcworld.com](mailto:rose_kwass@pcworld.com)

\*All product and company names are trademarks of their respective companies.

###